

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

Contract / Revision 572733 /		Alt Order # 09710610
Product NRSC 2012		
Contract Dates 10/24/12 - 10/30/12		Estimate #
Advertiser National Republican Senate Committee		Original Date / Revision 09/04/12 / 09/04/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB# 8201	Advertiser Code 6087	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/24/12	10/30/12	M-F 6a-630a	6a-630a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				2	\$550.00			
N 2	6	10/24/12	10/30/12	M-F 630a-7a	630a-7a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				3	\$550.00			
N 3	6	10/24/12	10/30/12	M-F 7a-730a	7a-730a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				3	\$650.00			
N 4	6	10/24/12	10/30/12	M-F 730a-8a	730a-8a		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				2	\$650.00			
N 5	6	10/24/12	10/30/12	M-F 8a-830a	8a-830a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				3	\$550.00			
N 6	6	10/24/12	10/30/12	M-F 830a-9a	830a-9a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				2	\$550.00			
N 7	6	10/24/12	10/30/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				2	\$315.00			
N 8	6	10/24/12	10/30/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				3	\$315.00			
N 9	6	10/24/12	10/30/12	M-F 1p-2p	1p-2p		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$150.00			
N 10	6	10/24/12	10/30/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				5	\$200.00			
N 11	6	10/24/12	10/30/12	M-F 4p-430p	4p-430p		:30			NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/24/12	10/30/12	MTWTF--				4	\$335.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
572733 /	09710610

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	NRSC 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Sen	09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 12	6	10/24/12	10/30/12	M-F 430p-5p	430p-5p		:30			NM	2	\$670.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				2	\$335.00				
N 13	6	10/24/12	10/30/12	M-F 5p-530p	5p-530p		:30			NM	5	\$2,175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				5	\$435.00				
N 14	6	10/24/12	10/30/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				5	\$435.00				
N 15	6	10/24/12	10/30/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				5	\$500.00				
N 16	6	10/24/12	10/30/12	M-F 630p-7p	630p-7p		:30			NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				5	\$500.00				
N 17	6	10/24/12	10/30/12	M-F 9-930p	9p-930p		:30			NM	4	\$4,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				4	\$1,100.00				
N 18	6	10/24/12	10/30/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				3	\$1,000.00				
N 19	6	10/24/12	10/30/12	M-F 1105p-1135p	1105p-1135p		:30			NM	3	\$675.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/12	10/30/12	MTWTF--				3	\$225.00				
N 20	6	10/27/12	10/27/12	Sa 7a-9a	7a-9a		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S-				1	\$450.00				
N 21	6	10/27/12	10/27/12	Sa 930p-10p	930p-10p		:30			NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S-				1	\$1,000.00				
N 22	6	10/28/12	10/28/12	Su 7a-9a	7a-9a		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$450.00				
N 23	6	10/28/12	10/28/12	FOX News Sunday	9a-10a		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$250.00				
N 24	6	10/28/12	10/28/12	NFL on FOX 12p	12p-CC		:30			NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$4,000.00				
N 25	6	10/28/12	10/28/12	Fox 6 Post Game Show	various		:30			NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$2,750.00				
N 26	6	10/28/12	10/28/12	Su 5p News	5-6p		:30			NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$600.00				
N 27	6	10/28/12	10/28/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----S				1	\$1,400.00				
Totals											74	\$42,410.00	

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<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/28/12		44		\$27,985.00		\$23,787.25						
10/29/12 - 10/30/12		30		\$14,425.00		\$12,261.25						
Totals		74		\$42,410.00		\$36,048.50						

Signature: _____ **Date:** _____

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